



## UNITED STATES PATENT AND TRADEMARK OFFICE

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Bib Data Sheet

CONFIRMATION NO. 2327

|   |   |                               |   |  |                                 |
|---|---|-------------------------------|---|--|---------------------------------|
| <b>SERIAL NUMBER</b><br>09/721,441  | <b>FILING DATE</b><br>11/22/2000<br><b>RULE</b>   | <b>CLASS</b><br>709           | <b>GROUP ART UNIT</b><br>2152   | <b>ATTORNEY DOCKET NO.</b><br>291508005US1 |                                 |
| <b>APPLICANTS</b><br>Steve Beck, Bothell, WA;<br>Scott Eric Lipsky, Seattle, WA;<br><i>yes - JL</i>   |   |                               |   |  |                                 |
| <b>** CONTINUING DATA *****</b><br>THIS APPLN CLAIMS BENEFIT OF 60/166,949 11/22/1999   |   |                               |   |  |                                 |
| <b>** FOREIGN APPLICATIONS *****</b><br><i>none - JL</i>  |   |                               |   |  |                                 |
| <b>IF REQUIRED, FOREIGN FILING LICENSE GRANTED</b><br><b>** 03/15/2001</b>  |   |                               |   |  |                                 |
| Foreign Priority claimed <input type="checkbox"/> yes <input checked="" type="checkbox"/> no<br>35 USC 119 (a-d) conditions <input type="checkbox"/> yes <input checked="" type="checkbox"/> no <input type="checkbox"/> Met after<br>met Allowance <i>JL</i><br>Verified and Acknowledged<br>Examiner's Signature Initials |   | <b>STATE OR COUNTRY</b><br>WA | <b>SHEETS DRAWING</b><br>5  | <b>TOTAL CLAIMS</b><br>26                  | <b>INDEPENDENT CLAIMS</b><br>10 |
| <b>ADDRESS</b><br>25096   |   |                               |   |  |                                 |
| <b>TITLE</b><br>Dynamically targeting online advertising messages to users  |   |                               |   |  |                                 |
| <b>FILING FEE RECEIVED</b><br>1562  | FEES: Authority has been given in Paper<br>No. _____ to charge/credit DEPOSIT ACCOUNT<br>No. _____ for following: |                               | <input type="checkbox"/> All Fees<br><input type="checkbox"/> 1.16 Fees ( Filing )<br><input type="checkbox"/> 1.17 Fees ( Processing Ext. of time )<br><input type="checkbox"/> 1.18 Fees ( Issue )<br><input type="checkbox"/> Other _____<br><input type="checkbox"/> Credit |  |                                 |